

WHAT IS CLAIMED IS:

1. A method of managing consumer feedback in an electronic content management system, comprising:

receiving feedback from a consumer regarding published content;

storing said feedback;

sending a response message to said consumer in response to said feedback;

determining whether escalation of said feedback is needed; and

routing said feedback, if escalation is needed, to a personnel responsible for said published content in order to close a loop between said personnel responsible for said published content and said consumer.

2. The method according to claim 1, wherein said step of routing said feedback includes forwarding said feedback to an originating website.

3. The method according to claim 2, wherein said step of forwarding said feedback to an originating website includes forwarding said feedback to a particular section within said originating website.

4. The method according to claim 1, further comprising routing said feedback to a corporate wide help desk.

5. The method according to claim 1, further comprising monitoring a content accessing activity of said consumer upon receiving said feedback in order to track a consumption pattern of said consumer.

6. The method according to claim 1, wherein said response message includes one or more predefined responses that are selected based on said feedback.

7. The method according to claim 1, further comprising receiving a reply message from said consumer in reply to said response message, and repeating said steps of storing, sending, determining, and routing.

8. The method according to claim 1, further comprising opening a ticket including a tracking number for said ticket upon receiving said feedback, and closing said ticket after said feedback is routed to said personnel.

9. A user interface for managing consumer feedback in an electronic content management system, comprising:

a feedback form including a plurality of fields for capturing personal information about a consumer along with a feedback provided by said consumer regarding published content;

a feedback processing form including a plurality of fields for specifying a feedback type of said feedback from said feedback form, generating a response message to said feedback, and identifying a personnel responsible for said published content, said feedback processing form capable of causing said response message to be sent to said consumer and said feedback to be forwarded to said personnel responsible for said published content.

10. The user interface according to claim 9, wherein said feedback processing form further includes a field for indicating a status of said feedback.

11. The user interface according to claim 9, wherein said feedback processing form further includes a plurality of response templates that may be used to generate said response message.

12. The user interface according to claim 9, further comprising an open tickets form for listing websites associated with said electronic content management system that have received feedback, and an open cases form for listing sections within said websites that have received feedback.

13. The user interface according to claim 9, further comprising a search form including a plurality of fields for searching said electronic content management system for received consumer feedback.

14. A method of managing consumer feedback in an electronic content management system, comprising:

- receiving feedback from a consumer regarding published content;
- parsing the consumer personal information from said feedback;
- storing said consumer personal information and said feedback in said electronic content management system;
- monitoring all content accessing activity of said consumer using said consumer personal information in order to track a consumption pattern of said consumer;
- sending a response message to said consumer in response to said feedback;
- determining whether escalation of said feedback is needed; and
- routing said feedback, if escalation is needed, to a personnel responsible for said published content in order to close a loop between said personnel responsible for said published content and said consumer.

15. The method according to claim 14, further comprising automatically sending a confirmation message to said consumer upon receiving of said feedback.

16. The method according to claim 15, further comprising alerting a customer service representative upon receiving said feedback.

17. The method according to claim 14, further comprising opening a ticket for said feedback, said ticket including a tracking number for tracking said feedback within said electronic content management system.

18. The method according to claim 17, further comprising closing said ticket after said feedback has been routed to said personnel responsible for said published content.

19. The method according to claim 17, further comprising searching said electronic content management system for said ticket based on one or more search criteria.

20. The method according to claim 14, further comprising logging said steps of repeating, storing, sending, determining, and routing in said electronic content management system.